You versus Users – Who Owns Your Roadmap?  
(Keynote)

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**Abstract**
  
Requirement Engineering can become complex when the number of users who submit requirements is large. In the world of online Software as a Service businesses, the number of users can be massive – often in the millions. In the case of SurveyMonkey, the world’s largest survey company, it can be in the tens of millions. In a world with increasing demands and where users have a louder voice than ever via Twitter, Facebook and LinkedIn, how does one prioritize feature requests, bug fixes and everything else requested by customers and partners? Is the roadmap in the hands of the company or the users? Is this a winnable battle?

In this talk, I will tell the story of how product requirements were determined when Fluidware was first established almost eight years ago and how it evolved in the various accelerated growth stages of the company before and after acquisition by SurveyMonkey.

**Biography**
  
Aydin Y. Mirzaee co-founded Fluidware in 2008 and was responsible for running two very successful SaaS businesses: FluidSurveys\(^1\) and FluidReview\(^2\).

\(^1\)[http://fluidsurveys.com/]
\(^2\)[https://fluidreview.com/]

The company was bootstrapped and grew to a $12M run-rate and over 90 people in staff. After 6.5 years, Fluidware was acquired by SurveyMonkey (the world’s leading online survey company). Aydin served as Director of Product Management at SurveyMonkey and today he serves as General Manager of FluidReview within SurveyMonkey.

Aydin is also the co-founder of FreshFounders\(^3\), a non-profit organization with the vision to create a community of young entrepreneurs in every city around the world.

\(^3\)[http://freshfounders.com/]